





# **Activity Calendar**

Exporting is competitive, and making the most of your marketing time and dollars takes expertise. Market entry services help U.S. suppliers find the right markets and reach the right buyers and importers.

### **ACTIVITY DESCRIPTIONS**

### **BUYERS MISSIONS**

Foreign buyers come to the U.S. to meet with suppliers like you during Buyers Missions. You can learn more about your products' export potential and build relationships with key industry buyers without the time and expense of overseas travel.

### **FOCUSED TRADE MISSIONS**

Trade Missions bring U.S. suppliers to a country to meet with foreign buyers and learn about the market. The missions can include a market analysis of your product prior to a visit, an in-market briefing, tours of supermarkets and food service providers, buyer meetings, product showcases, assistance with lead follow-up, and a networking reception.

### FOOD SHOW PLUS!™

This tradeshow enhancement service prepares you for and maximizes your international tradeshow experience. Services are customized for each show but may include pre-show feedback on competitive products, translation of your company's marketing material, on-site food industry interpreters, scheduled meetings with potential buyers, site

visits to local retailers, in-market seminars, and follow-up assistance.

ALTY/GOURMET PRODUCTS

| ACTIVITIES ATATES OF AMERICA  ACTIVITY  DATE  LOCATION  BUYERS MISSIONS  Specialty Foods Buyers Mission at the Winter Fancy Foods Show  January 17-19  San Francisco, California  Frozer Food Buyers Mission at the American Frozen Food Institute Fruzen Food Development of the Convention  Food Institute Fruzen Food Development of the Convention  Food Institute Fruzen Food Development of the Convention  Food Shayers Mission at the Natural Products Expo West Show  March 12-14  Anaheaim, California  That Institute Fruzen Food Buyers Mission at the Natural Products Expo West Show  March 14-16  Boston, Massachusetts  Food Surves Mission at the Natural Products Suppo West Show  March 14-16  Boston, Massachusetts  Food Service Buyers Mission at the Natural Products Suppo West Show  March 14-16  Boston, Massachusetts  Food Service Buyers Mission at the Natural Products Suppo West Show  March 14-16  Boston, Massachusetts  Food Service Buyers Mission at the National Resisturant Association Show  May 52-27  Chicago, Illinois  Caribbean and Central American Buyers Mission for Petal and Food Service  June  Mismi, Florida  Deli and Bokery Buyers Mission at the Intermetional  Buyers Mission at the National Resisturant Association Show  May 17-12  March 14-16  Boston, Massachusetts  Food Shows Support Mission at the World Pork Expo  June 9-11  Madison, Will and Des Moines, Ix  Food Ingredients Buyers Mission at the Intermetional Bading Industry Exposition  Food Ingredients Buyers Mission at the Intermetional Bading Industry Exposition  Food Ingredients Buyers Mission at the Intermetional Bading Industry Exposition  Food Ingredients Buyers Mission at the Natural Products Spor East Show  July 17-20  Character Shows Mission at the Natural Products Spor East Show  Duty 17-20  Character Shows Mission at the Natural Products Spor East Show  October Character Shows Mission at the Natural Products Spor East Show  Convenience Products Buyers Mission at the Natural Products Spor East Show  October Character Shows Mission at the Natural Prod | and a networking reception.  |                       |                                | RETAIL PRODUCTS | FOOD SERVICE PRODUCTS INGREDIENT PRODUCTS | NATURAL PRODUCTS | SPECIALTY/GOURMET PRODU | SEAFOOD PRODUCTS PET FOOD/FEED PRODUCTS |
|--|--|-----------------------|--------------------------------|-----------------|---|------------------|-------------------------|---|
| BUYERS MISSIONS  Specialty Foods Buyers Mission at the Winter Fancy Foods Show  January 17-19  Sen Francisco, California  Northeast Buyers Mission at the American Frazen Food Institute Frozen Food Convention  Food Institute Frozen Food Convention  Food Institute Frozen Food Convention  Food Show  March 12-14  Anaheim, California  Rational Supers Mission at the International Boston Seafond Show  March 12-16  Boston, Massachusetts  Food Shows Mission at the International Boston Seafond Show  March 12-16  March 25-27  Orlando, Florida  Food Shows Mission at the International Boston Seafond Show  March 12-16  March 25-27  Orlando, Florida  Food Shows Mission at the International Boston Seafond Show  March 12-16  March 25-27  Orlando, Florida  Food Shows Mission at the International Boston Seafond Show  May 22-25  Chicago, Illinois  Caribboan and Central American Buyers Mission for Retail and Food Service June  Mismi, Florida  Blakery Buyers Mission at the International Boston Seafond Show  June 9-11  Masson, W and Des Moines, IA  Feed Ingredients Buyers Mission at the International Boston Seafond Show  June 9-11  Masson, W and Des Moines, IA  Food Ingredients Buyers Mission at the World Park Expo  June 6-8  Houston, Texas  Food Ingredients Buyers Mission at the International Boston Seafond Show  July 17-12  Chicago, Illinois  Masson, W and Des Moines, IA  Food Ingredients Buyers Mission at the International Baking Industry Exposition  September 28-09  Las Vegas, Navada  Food Ingredients Buyers Mission at the International Baking Industry Exposition  September 28-09  Las Vegas, Navada  Food Show Plusing Mission at the Mortal Davis Expo Santon  September 28-09  Las Vegas, Navada  Food Show Plusing Mission at the Mortal Davis Expo Santon Missachusetts  Food Show Plusing Mission at the Mortal Davis Expo Santon Missachusetts  Food Show Plusing Mission to Canada for Retail and Private Label Products  Food Show Plusing Mission to Canada for Retail and Private Label Products  Food Show Plusing Alice Control Food Service Pr |  | WHICH A               | CTIVITIES ARE BEST FOR ME >    |                 |   |                  |                         |   |
| Speciality Foods Buyers Mission at the Winter Fancy Foods Show February 7-19 San Francisco, California Frozen Food Institute Prozen Food Buyers Mission at the American Frozen Food Institute Prozen Food Convention February 27 - March 3 San Diego, California Sutural Products Buyers Mission at the Natural Products Expo West Show March 12-14 Anaheim, California Seafood Buyers Mission at the International Boston Seafood Show March 14-16 Baston, Massachusetts Seafood Buyers Mission at the International Boston Seafood Show March 14-16 Baston, Massachusetts Seafood Buyers Mission at the National Restaurant Association Show May 22-25 Chicago, Illinois Seafood Buyers Mission at the National Restaurant Association Show May 22-25 Chicago, Illinois Seafood Buyers Mission at the National Restaurant Association Show May 22-25 Chicago, Illinois Seafood Buyers Mission at the National Restaurant Association Show May 22-25 Chicago, Illinois Seafood Buyers Mission at the Survers and Seafood Service Survers Mission at the International Survers Mission at the International Survers Mission at the World Pork Expo June Miamir, Florida March Survers Mission at the World Pork Expo June 8-8 Houston, Texas Survers Mission Survers Mission at the World Pork Expo June 9-11 Madison, Will and Des Moines, IA New York (New York Mission Survers Mission at the Survers Rancy Food Show July 17-21 Chicago, Illinois Miningan, Wisconsin Survers Mission at the Morth Dairy Expo September 26-29 Las Vegas, Nevada September  |  | DATE                  | LOCATION                       |                 |   |                  |                         |   |
| Northeast Bluyers Mission February 77-12 Philadelphia, New York, Boston Fromen Food Institute Frozen Froad Convention Natural Products Buyers Mission at the Natural Products Expo West Show March 12-14 Anahaim.  | BUYERS MISSIONS  |                       |                                |                 |   |                  |                         |   |
| Frozen Food Buyers Mission at the American Frozen Food Institute Forzen Food Convention Natural Products Buyers Mission at the Natural Products Expo West Show March 12-14 Anaheim, California  Returnal Products Buyers Mission at the Natural Products Expo West Show March 14-16 Beston, Massachusetts  Products Buyers Mission at the International Boston Searbod Show March 14-16 Beston, Massachusetts  Products Mission at the International Bestourant Association Show May 22-25 Chicago, Illinois  Reversi and Snack Buyers Mission at the National Restourant Association Show May 22-25 Chicago, Illinois  Reversion and Central American Buyers Mission for Retail and Food Service June Miami, Florida  Dell and Bakery Buyers Mission at the International Bakery Buyers Mission at the World Pork Expo June 8-11 Madison, Wil and Des Molnes, IA New York City, New York  Prod Ingredients Buyers Mission at the World Pork Expo June 9-11 Madison, Wil and Des Molnes, IA New York City, New York  Midwest Buyers Mission at the International Baking Industry Exposition Midwest Buyers Mission at the International Baking Industry Exposition Midwest Buyers Mission at the International Baking Industry Exposition Midwest Buyers Mission at the World Dairy Expo September 28-20 Lible West Massachusetts  Rever Mission Midwest Buyers Mission at the World Dairy Expo September 28-20 Lible West Mission West March Ma |  |                       | •                              |                 |   |                  |                         |   |
| Food Institute Frozan Food Convention  Natural Products Buyers Mission at the Natural Products Expo West Show  March 12-14  Anaheim, Sacifornia  Seafood Buyers Mission at the International Boston Seafood Show  March 14-16  Boston, Massachusetts  Pet Food Buyers Mission at the International Boston Seafood Show  March 12-14  Anaheim, Sacifornia  Seafood Buyers Mission at the International Boston Seafood Show  March 12-27  Orlando, Horida  Pood Service Buyers Mission at the Stode Pet Expo  March 25-27  Orlando, Horida  Pood Service Buyers Mission at the Sweets and Snacks Expo  May 25-27  Chicago, Illinois  Dairy-Dell-Bakery Buyers Mission at the International  Dairy-Dell-Bakery Association Seminar and Expo  June 6-B  Houston, Texas  Pet Bod Ingredients Buyers Mission at the World Pork Expo  June 9-11  Madison, Will and Bes Mission, Will and Bes Mission at the International Buyers Mission at the International Baking Industry Exposition  Food Ingredients Buyers Mission at the International Baking Industry Exposition  Food Ingredients Buyers Mission at the International Baking Industry Exposition  Feed Ingredients Buyers Mission at the Norld Polary Expo  September 26-29  Sept |  | February 7-12         | Philadelphia, New York, Boston |                 |   |                  |                         |   |
| Seafood Buyers Mission at the Global Pet Expo Pet Food Buyers Mission at the Global Pet Expo Pet Food Buyers Mission at the Global Pet Expo March 25-27 Orlando, Florida Pet Food Service Buyers Mission at the Natural Association Show May 22-25 Orlicago, Illinois Suests and Snacks Buyers Mission at the Natural Association Show May 25-27 Chicago, Illinois Suests and Snacks Buyers Mission at the Natural Products Spop Dainy-Dell-Bakery Association Seminar and Expo Dell and Bakery Buyers Mission at the International Dainy-Dell-Bakery Association Seminar and Expo June 9-11 Madison, Wl and Des Moines, IA Specialty Foods Buyers Mission at the World Port Expo June 9-11 Madison, Wl and Des Moines, IA Specialty Foods Buyers Mission at the Summer Fancy Foods Show July 17-21 Chicago, Illinois Midwest Buyers Mission at the International Baking Industry Exposition Midwest Buyers Mission at the Horlicant of Technical Baking Industry Exposition Midwest Buyers Mission at the World Polary Expo September 28-29 Las Vegas, Nevada September 28-29 Las Vegas, Nevada September 28-20 Read Ingredients Buyers Mission at the North Dainy Expo September 28-20 Septe | Frozen Food Buyers Mission at the American Frozen<br>Food Institute Frozen Food Convention | February 27 - March 3 | San Diego, California          |                 |   |                  |                         |   |
| Pet Food Buyers Mission at the Global Pet Expo Food Service Buyers Mission at the National Restaurant Association Show May 22-25 Chicago, Illinois Caribbaea and Central American Buyers Mission for Retail and Food Service Deli and Bakery Buyers Mission at the International Deli and Bakery Buyers Mission at the Morter Potent Expo Deli and Bakery Buyers Mission at the Morter Potent Expo Deli and Bakery Buyers Mission at the Morter Potent Expo Deli and Bakery Buyers Mission at the Morter Potent Expo Deli and Bakery Buyers Mission at the Morter Potent Expo Deli and Bakery Buyers Mission at the Morter Potent Expo Deli and Bakery Buyers Mission at the Morter Potent Expo Deli and Bakery Buyers Mission at the Institute of Food Technologists Show July 17-21 Chicago, Illinois Deli American Buyers Mission at the Institute of Food Technologists Show July 17-21 Chicago, Illinois Deli Buyers Mission at the Institute of Food Technologists Show July 17-21 Chicago, Illinois Deli Buyers Mission at the Institute of Food Technologists Show July 17-21 Chicago, Illinois Deli Buyers Mission at the Institute of Food Technologists Show July 17-21 Chicago, Illinois Deli Buyers Mission at the Morter Deli Buyers Mission at the Natural Products Expo East Show Teled Ingredients Buyers Mission at the Natural Products Expo East Show Teled Ingredients Buyers Mission at the Natural Products Expo East Show Teled Ingredients Buyers Mission at the Natural Products Expo East Show Teled Ingredients Buyers Mission at the Americas Food and Beverage Show November N | Natural Products Buyers Mission at the Natural Products Expo West Show                     | March 12-14           | Anaheim, California            |                 |   |                  |                         |   |
| Food Service Buyers Mission at the National Restaurant Association Show  May 22-55  Chicago, Illinois  Chica |  | March 14-16           |                                |                 |   |                  |                         |   |
| Sweets and Snacks Buyers Mission at the Sweets and Snacks Expo Caribbean and Central American Buyers Mission for Retail and Food Service June Milami, Florida  Dairy-Deli-Bakery Association Seminar and Expo June 6-8 Houston, Texas  Feed Ingredients Buyers Mission at the International Dairy-Deli-Bakery Association Seminar and Expo June 6-8 Houston, Texas  Feed Ingredients Buyers Mission at the World Pork Expo June 9-11 Madison, Wil and Des Moines, IA Specialty Foods Buyers Mission at the Summer Fancy Foods Show July 17-21 Chicago, Illinois Midwest Buyers Mission at the International Baking Industry Exposition Bakery Ingredients Buyers Mission at the International Baking Industry Exposition Bakery Ingredients Buyers Mission at the Norld Dairy Expo September 28-02 September 2 |  |                       |                                |                 |   |                  |                         |   |
| Caribbean and Central American Buyers Mission at the International Dell and Bakery Buyers Mission at the International Dell and Bakery Buyers Mission at the International Dell and Bakery Buyers Mission at the World Pork Expo June 6-8 Houston, Texas   |  |                       |                                | ı               |   |                  |                         | 1                                       |
| Deli and Bakery Buyers Mission at the International Dairy-Deli-Bakery Association Seminar and Expo  June 6-8  Houston, Texas  June 9-11  Madison, Wi and Des Moines, IA  Specialty Foods Buyers Mission at the World Pork Expo  June 9-11  Madison, Wi and Des Moines, IA  Specialty Foods Buyers Mission at the Summer Fancy Foods Show  July 17-21  Chicago, Illinois  Midwest Buyers Mission at the International Baking Industry Exposition  Bakery Ingredients Buyers Mission at the World Dairy Expo  September 28-29  Las Vegas, Nevada  Feed Ingredients Buyers Mission at the World Dairy Expo  September 28-029  Las Vegas, Nevada  Feed Ingredients Buyers Mission at the World Dairy Expo  September 28-029  Las Vegas, Nevada  Feed Ingredients Buyers Mission at the World Dairy Expo  September 28-029  Las Vegas, Nevada  Feed Ingredients Buyers Mission at the World Dairy Expo  September 28-029  Las Vegas, Nevada  Feed Ingredients Buyers Mission at the World Dairy Expo  September 28-029  Las Vegas, Nevada  Feed Ingredients Buyers Mission at the Natural Products Expo East Show  Tatural Products Buyers Mission at the Natural Products Expo East Show  Tatural Products Buyers Mission at the Natural Products Expo East Show  October 6-8  Atlanta, Georgia  Food and Beverage Buyers Mission at the Americas Food and Beverage Show  November  FOOD EXPORT MARKETING FORUM  Buyers Mission and Education Sessions  October  Chicago, Illinois  FOOD SHOW PLUSI**  TADDE MISSIONS  FOOD SHOW PLUSI**  TADDE MISSIONS  FOOD SHOW PLUSI**  TATADE MISSIONS  November  November  November  Toronto, Canada  Footation  March 4-7  Guadalajara, Mexico  FOOD SHOW PLUSI**  TANTAD  March 4-7  Guadalajara, Mexico  FOOD SHOW PLUSI**  TANTAD  March 4-7  Guadalajara, Mexico  FOOD SHOW PLUSI**  TANTAD  March 4-7  Guadalajara, Mexico  FOOD SHOW PLUSI**  Tatale Mission to Mexico for Technical Food Ingredients  April 12-15  Mexico City, Mexico            | Sweets and Snacks Buyers Mission at the Sweets and Snacks Expo                             | May 25-27             | Chicago, Illinois              |                 |   |                  |                         |   |
| Pairy-Delir-Bakery Association Seminar and Expo June 9-11 Madison, WI and Des Moines, IA  Feed Ingredients Buyers Mission at the World Pork Expo June 9-11 Madison, WI and Des Moines, IA  Food Ingredients Buyers Mission at the International Baking Industry Exposition Midwest Buyers Mission at the International Baking Industry Exposition Midwest Buyers Mission at the International Baking Industry Exposition Feed Ingredients Buyers Mission at the World Dairy Expo September 28-92  Feed Ingredients Buyers Mission at the World Dairy Expo September 28-02 Illinois, Michigan, Wisconsin  Bakery Ingredients Buyers Mission at the World Dairy Expo September 28-02 Ctober 3  Natural Products Buyers Mission at the World Dairy Expo September 28-02 Ctober 3  Natural Products Buyers Mission at the Natural Products Expo East Show TBD Boston, Massachusetts  Convenience Products Buyers Mission at the Natural Products Expo East Show TBD Boston, Massachusetts  Convenience Stores Show October 6-8  Atlanta, Georgia  Private Label Buyers Mission at the Americas Food and Beverage Show November  | Caribbean and Central American Buyers Mission for Retail and Food Service                  | June                  | Miami, Florida                 |                 |   |                  |                         |   |
| Feed Ingredients Buyers Mission at the World Pork Expo Specialty Foods Buyers Mission at the Summer Fancy Foods Show July 11-13 New York City, New York Specialty Foods Buyers Mission at the Summer Fancy Foods Show July 17-21 Chicago, Illinois Midwest Buyers Mission at the Institute of Food Technologists Show July 26-30 Illinois, Michigan, Wisconsin Bakery Ingredients Buyers Mission at the International Baking Industry Exposition Bakery Ingredients Buyers Mission at the International Baking Industry Exposition Bakery Ingredients Buyers Mission at the Hord Dairy Expo Feed Ingredients Buyers Mission at the Hord Dairy Expo September 28-October 3 Radison, Wisconsin  Bakery Ingredients Buyers Mission at the World Dairy Expo September 28-October 3 Radison, Wisconsin  Bakery Ingredients Buyers Mission at the World Dairy Expo September 28-October 3 Radison, Wisconsin  Boston, Massachusetts  Convenience Products Buyers Mission at the Autural Products Expo East Show TBD Soston, Massachusetts  Convenience Products Buyers Mission at the Americas Food and Beverage Show Private Label Buyers Mission at the Americas Food and Beverage Show Private Label Buyers Mission at the Private Label Manufacturers Association Show Private Label Buyers Mission at the Private Label Manufacturers Association Show Private Label Buyers Mission at Mission to Canada for Retail and Private Label Products  Date  CONDENS OF CONTRACT Contract  April 21-23 Montreal, Canada  TRADE MISSIONS  FOOD SHOW PLUSI**  DATE  LOCATION  FOOD SHOW PLUSI**  FOOD SHOW PLUSI**  DATE  LOCATION  FOOD SHOW PLUSI**  FOOD SHOW PLUSI**  DATE  LOCATION  FOOD SHOW PLUSI**  FOOD SHOW PLUSI**  April 12-15 Mexico City, Mexico  Mexico City, Mexi |  |                       |                                |                 |   |                  |                         |   |
| Specialty Foods Buyers Mission at the Summer Fancy Foods Show  July 11-13  New York City, New York  Glodingredients Buyers Mission at the Institute of Food Technologists Show  July 17-21  Chicago, Illinois  Bakery Ingredients Buyers Mission at the Institute of Food Technologists Show  July 26-30  Illinois, Michogan, Wisconsin  Bakery Ingredients Buyers Mission at the Institute of Food September 26-29  Las Vegas, Nevada  Feed Ingredients Buyers Mission at the World Dairy Expo  September 28-October 3  Madison, Wisconsin  Natural Products Buyers Mission at the Natural Products Expo East Show  TBD  Boston, Massachusetts  Convenience Products Buyers Mission at the  National Association of Convenience Stores Show  October 6-8  Atlanta, Georgia  Frood and Beverage Buyers Mission at the Americas Food and Beverage Show  Private Label Buyers Mission at the Private Label Manufacturers Association Show  Private Label Buyers Mission at the Private Label Manufacturers Association Show  Prood ExPORT MARKETING FORUM  Buyers Mission and Education Sessions  October  Chicago, Illinois  CANADA  ACTIVITY  DATE  LOCATION  FOOD SHOW PLUSI**  Food Show PLUSI**  Food Show PLUSI**  DATE  LOCATION  Food Show PLUSI**  DATE  LOCATION  FOOD SHOW PLUSI**  Food Show PLUSI**  ACTIVITY  DATE  LOCATION  FOOD SHOW PLUSI**  Food Show PLUSI**  ACTIVITY  DATE  LOCATION  FOOD SHOW PLUSI**  Food Show PLUSI**  TAADE MISSIONS  Food Show PLUSI**  ACTIVITY  DATE  LOCATION  FOOD SHOW PLUSI**  Food Show PLUSI**  ACTIVITY  DATE  LOCATION  FOOD SHOW PLUSI**  Food Show PLUSI**  ACTIVITY  DATE  LOCATION  FOOD SHOW PLUSI**  Food Show PLUSI**  ACTIVITY  BATE  LOCATION  FOOD SHOW PLUSI**  Food Show PLUSI**  ACTIVITY  BATE  LOCATION  FOOD SHOW PLUSI**  Food Show PLUSI**  ACTIVITY  BATE  LOCATION  FOOD SHOW PLUSI**  Food Show PLUSI**  ACTIVITY  BATE  LOCATION  FOOD SHOW PLUSI**  FOOD SHOW PLUSI**  FOOD SHOW |  |                       |                                |                 |   |                  |                         |   |
| Food Ingredients Buyers Mission at the Institute of Food Technologists Show  July 17-21 Chicago, Illinois  Midwest Buyers Mission  July 26-30 Illinois, Michigan, Wisconsin  Las Vegas, Nevada  Feed Ingredients Buyers Mission at the International Baking Industry Expo September 28-October 3 Madison, Wisconsin  Natural Products Buyers Mission at the Natural Products Expo East Show TBD Boston, Massachusetts  Convenience Products Buyers Mission at the Natural Products Expo East Show TBD Boston, Massachusetts  Convenience Products Buyers Mission at the Americas Food and Beverage Show Food and Beverage Buyers Mission at the Americas Food and Beverage Show Frivate Label Buyers Mission at the Private Label Manufacturers Association Show Private Label Buyers Mission at the Private Label Manufacturers Association Show Buyers Mission and Education Sessions October Chicago, Illinois  CANADA ACTIVITY DATE  LOCATION  FOOD EXPORT MARKETING FORUM  DATE  LOCATION  FOOD SHOW PLUSI**  April 21-23  Montreal, Canada  TRADE Mission to Canada for Specialty and Natural Products November  Toronto, Canada  MEXICO ACTIVITY  DATE  LOCATION  FOOD SHOW PLUSI**  Food  |  |                       |                                |                 |   |                  |                         |   |
| Midwest Buyers Mission Bakery Ingredients Buyers Mission at the International Baking Industry Exposition Bakery Ingredients Buyers Mission at the World Dairy Expo September 26-29 Las Yegas, Nevada Las Yegas, Nevada Las Yegas, Nevada Bered Ingredients Buyers Mission at the World Dairy Expo September 28-October 3 Madison, Wisconsin Matural Products Buyers Mission at the Natural Products Expo East Show TBD Boston, Massachusetts  October 6-8 Atlanta, Georgia Private Label Buyers Mission at the Americas Food and Beverage Show November November November November New York, New York November New York, New York  October Chicago, Illinois  CANADA ACTIVITY DATE LOCATION  FOOD SHOW PLUS!" at SIAL Canada TRADE MISSIONS Focused Trade Mission to Canada for Retail and Private Label Products November November November November  Toronto, Canada  TRADE MISSIONS FOOD Show PLUS!" at ANTAD ACTIVITY DATE LOCATION  FOOD SHOW PLUS!" at ANTAD MEXICO ACTIVITY DATE LOCATION  FOOD SHOW PLUS!" at ANTAD November November Toronto, Canada  TRADE MISSIONS FOOD Show PLUS!" at ANTAD March 4-7 Guadalajara, Mexico MEXICO TRADE MISSIONS FOOD Show PLUS!" at ANTAD March 4-7 Guadalajara, Mexico TRADE MISSIONS FOOD Show PLUS!" at ANTAD March 4-7 Guadalajara, Mexico TRADE MISSIONS FOOD Show PLUS!" at ANTAD AMERICO TRADE MISSIONS FOOD Show PLUS!" AN |  | <u>'</u>              |                                |                 |   |                  |                         |   |
| Bakery Ingredients Buyers Mission at the International Baking Industry Exposition Feed Ingredients Buyers Mission at the World Dairy Expo September 28-October 3 Madison, Wisconsin  TBD Boston, Massachusetts  TB |  | •                     |                                |                 |   |                  |                         |   |
| Feed Ingredients Buyers Mission at the World Dairy Expo  September 28-October 3 Madison, Wisconsin  Natural Products Buyers Mission at the Natural Products Expo East Show  TBD  Boston, Massachusetts  Convenience Products Buyers Mission at the Natural Products Expo East Show  Cotober 6-8  Atlanta, Georgia  Food and Beverage Buyers Mission at the Americas Food and Beverage Show  Private Label Buyers Mission at the Private Label Manufacturers Association Show  November  New York, New York  FOOD EXPORT MARKETING FORUM  Buyers Mission and Education Sessions  CANADA  ACTIVITY  DATE  LOCATION  FOOD SHOW PLUSI™  FOOD SHOW PLUSI™  FOOD SHOW PLUSI™  FOOL SHOW PLUSI™  FOOL Canada  April 21-23  Montreal, Canada  Focused Trade Mission to Canada for Retail and Private Label Products  November  November  Toronto, Canada  Focused Trade Mission to Canada for Specialty and Natural Products  November  FOOD SHOW PLUSI™  FOOD SHOW PLUSI™  FOOD SHOW PLUSI™  TRADE MISSIONS  Focused Trade Mission to Canada for Specialty and Natural Products  November  Toronto, Canada  TRADE MISSIONS  FOOD SHOW PLUSI™  FOOD SHOW PLUSI™  FOOD SHOW PLUSI™  TRADE MISSIONS  FOOD SHOW PLUSI™  TRADE MISSIONS  Focused Trade Mission to Mexico for Technical Food Ingredients  April 12-15  Mexico City, Mexico  Focused Trade Mission to Mexico for Technical Food Ingredients  August 2-5  Mexico City, Mexico   |  |                       |                                |                 |   |                  |                         |   |
| Natural Products Buyers Mission at the Natural Products Expo East Show  TBD  Boston, Massachusetts  Atlanta, Georgia  Convenience Products Buyers Mission at the National Association of Convenience Stores Show  October 6-8  Atlanta, Georgia  Private Label Buyers Mission at the Americas Food and Beverage Show  November  New York, New York  Private Label Buyers Mission at the Private Label Manufacturers Association Show  November  New York, New York  Prode Export Marketing Forum  Buyers Mission and Education Sessions  October  Chicago, Illinois  April 21-23  Montreal, Canada  TRADE MISSIONS  Focused Trade Mission to Canada for Retail and Private Label Products  November  Date  Location  Toronto, Canada  MEXICO  ACTIVITY  DATE  LOCATION  FOOD SHOW PLUSI**  ELOCATION  MEXICO  ACTIVITY  DATE  LOCATION  MEXICO  ACTIVITY  DATE  LOCATION  FOOD SHOW PLUSI**  Toronto, Canada  MEXICO  ACTIVITY  DATE  LOCATION  FOOD SHOW PLUSI**  Toronto, Canada  MEXICO  ACTIVITY  DATE  LOCATION  FOOD SHOW PLUSI**  TarADE MISSIONS  Focused Trade Mission to Mexico for Technical Food Ingredients  April 12-15  Mexico City, Mexico  Focused Trade Mission to Mexico for Food Service Products  August 2-5  Mexico City, Mexico   |  | •                     |                                |                 |   |                  |                         |   |
| Convenience Products Buyers Mission at the National Association of Convenience Stores Show  October 6-8  Atlanta, Georgia  Food and Beverage Buyers Mission at the Americas Food and Beverage Show  Private Label Buyers Mission at the Private Label Manufacturers Association Show  November  New York, New York  FOOD EXPORT MARKETING FORUM  Buyers Mission and Education Sessions  October  Chicago, Illinois  CANADA  ACTIVITY  DATE  LOCATION  FOOD SHOW PLUSI**  Food Show PLUSI**  Food Show PLUSI**  Focused Trade Mission to Canada for Retail and Private Label Products  November  Toronto, Canada  Focused Trade Mission to Canada for Specialty and Natural Products  November  DATE  LOCATION  FOOD SHOW PLUSI**  Food Show PLUSI**  ACTIVITY  DATE  LOCATION  FOOD SHOW PLUSI**  Toronto, Canada  TRADE MISSIONS  Focused Trade Mission to Canada for Specialty and Natural Products  November  Toronto, Canada  MEXICO  ACTIVITY  DATE  LOCATION  FOOD SHOW PLUSI**  Toronto, Canada  TRADE MISSIONS  Food Show PLUSI**  Food Show PLUSI**  Toronto, Canada  TRADE MISSIONS  Food Show PLUSI**  Toronto, Canada  Mexico City, Mexico  TRADE MISSIONS  Focused Trade Mission to Mexico for Technical Food Ingredients  April 12-15  Mexico City, Mexico  Focused Trade Mission to Mexico for Food Service Products  August 2-5  Mexico City, Mexico   | , , ,  | <u> </u>              |                                |                 |   |                  |                         |   |
| National Association of Convenience Stores Show  Food and Beverage Buyers Mission at the Americas Food and Beverage Show  Private Label Buyers Mission at the Private Label Manufacturers Association Show  November  New York, New York  Prood Export Marketing Forum  Buyers Mission and Education Sessions  October  Chicago, Illinois  CANADA  ACTIVITY  DATE  LOCATION  FOOD SHOW PLUS!**  Food Show PLUS!** at SIAL Canada  April 21-23  Montreal, Canada  TRADE MISSIONS  Focused Trade Mission to Canada for Retail and Private Label Products  November  Toronto, Canada  Toronto, Canada  MEXICO  ACTIVITY  DATE  LOCATION  FOOD SHOW PLUS!**  Toronto, Canada  DATE  LOCATION  Food Show PLUS!**  Toronto, Canada  MEXICO  ACTIVITY  DATE  LOCATION  FOOD SHOW PLUS!**  Toronto, Canada  MEXICO  ACTIVITY  DATE  LOCATION  FOOD SHOW PLUS!**  Toronto, Canada  TRADE MISSIONS  Food Show PLUS!** at ANTAD  March 4-7  Guadalajara, Mexico  TRADE MISSIONS  Focused Trade Mission to Mexico for Technical Food Ingredients  April 12-15  Mexico City, Mexico  Focused Trade Mission to Mexico for Food Service Products  August 2-5  Mexico City, Mexico   |  | TBD                   | Boston, Massachusetts          |                 |   |                  |                         |   |
| Food and Beverage Buyers Mission at the Americas Food and Beverage Show November Miami, Florida  Private Label Buyers Mission at the Private Label Manufacturers Association Show November New York, New York  FOOD EXPORT MARKETING FORUM  Buyers Mission and Education Sessions  October  Chicago, Illinois  CANADA ACTIVITY  DATE  LOCATION  FOOD SHOW PLUSI™  Food Show PLUS!™ at SIAL Canada  April 21-23  Montreal, Canada  TRADE MISSIONS  Focused Trade Mission to Canada for Retail and Private Label Products  November  Toronto, Canada  Toronto, Canada  MEXICO ACTIVITY  DATE  LOCATION  FOOD SHOW PLUSI™  FOOD S |  | 0.1.00                | A.I                            |                 |   |                  |                         |   |
| Private Label Buyers Mission at the Private Label Manufacturers Association Show November New York, New York  FOOD EXPORT MARKETING FORUM  Buyers Mission and Education Sessions  October Chicago, Illinois  CANADA ACTIVITY  DATE  LOCATION  FOOD SHOW PLUS!™ FOOD SHOW PLUS!™ Food Show PLUS!™ Focused Trade Mission to Canada for Retail and Private Label Products  Focused Trade Mission to Canada for Specialty and Natural Products  November  Toronto, Canada  MEXICO ACTIVITY  DATE  LOCATION  FOOD SHOW PLUS!™ at ANTAD  March 4-7  Guadalajara, Mexico  Mexico City, Mexico  TRADE MISSIONS Focused Trade Mission to Mexico for Technical Food Ingredients  April 12-15  Mexico City, Mexico  |  |                       |                                | _               |   |                  |                         |   |
| Buyers Mission and Education Sessions  October  Chicago, Illinois  CANADA ACTIVITY  DATE  LOCATION  FOOD SHOW PLUS!** Food Show PLUS!** at SIAL Canada  TRADE MISSIONS Focused Trade Mission to Canada for Retail and Private Label Products  November  Toronto, Canada  TORONTO, Cana |  |                       |                                |                 |   |                  |                         |   |
| Buyers Mission and Education Sessions  October Chicago, Illinois  LOCATION  FOOD SHOW PLUS!**  Food Show PLUS!**  Food Show PLUS!**  Food Show PLUS!**  Focused Trade Mission to Canada for Retail and Private Label Products Focused Trade Mission to Canada for Specialty and Natural Products  November Toronto, Canada  MEXICO ACTIVITY  DATE LOCATION  FOOD SHOW PLUS!**  Food Show PLUS!**  Food Show PLUS!**  Food Show PLUS!**  TRADE MISSIONS  Food Show PLUS!**  A ANTAD  March 4-7  Guadalajara, Mexico  Mexico City, Mexico  TRADE MISSIONS  Focused Trade Mission to Mexico for Technical Food Ingredients  April 12-15  Mexico City, Mexico  Mexico City, Mexico   |  | November              | New York, New York             |                 |   |                  |                         |   |
| DATE LOCATION  FOOD SHOW PLUS!™ Food Show PLUS!™ at SIAL Canada April 21-23 Montreal, Canada  TRADE MISSIONS Focused Trade Mission to Canada for Retail and Private Label Products June Toronto, Canada Focused Trade Mission to Canada for Specialty and Natural Products November Toronto, Canada  MEXICO ACTIVITY  DATE LOCATION  FOOD SHOW PLUS!™ A ANTAD March 4-7 Guadalajara, Mexico Food Show PLUS!™ TRADE MISSIONS Focused Trade Mission to Mexico for Technical Food Ingredients April 12-15 Mexico City, Mexico Focused Trade Mission to Mexico for Food Service Products August 2-5 Mexico City, Mexico   |  | 0-4-1                 | Ohio and Illinois              |                 |   |                  |                         |   |
| FOOD SHOW PLUS!™ at SIAL Canada April 21-23 Montreal, Canada TRADE MISSIONS Focused Trade Mission to Canada for Retail and Private Label Products June Toronto, Canada Toronto, Canada Toronto, Canada Focused Trade Mission to Canada for Specialty and Natural Products November Toronto, Canada MEXICO ACTIVITY  DATE LOCATION  FOOD SHOW PLUS!™ FOOD SHOW PLUS!™ at ANTAD March 4-7 Guadalajara, Mexico Mexico City, Mexico Mexico Trade Mission to Mexico for Technical Food Ingredients April 12-15 Mexico City, Mexico Focused Trade Mission to Mexico for Food Service Products August 2-5 Mexico City, Mexico   |  | Uctober               | Unicago, Illinois              |                 |   |                  |                         |   |
| Food Show PLUS!™ at SIAL Canada  April 21-23 Montreal, Canada  TRADE MISSIONS  Focused Trade Mission to Canada for Retail and Private Label Products  June Toronto, Canada  Focused Trade Mission to Canada for Specialty and Natural Products  November Toronto, Canada  MEXICO ACTIVITY  DATE  LOCATION  FOOD SHOW PLUS!™  Food Show PLUS!™ at ANTAD  March 4-7 Guadalajara, Mexico  Food Show PLUS!™ at Alimentaria  June 1-3 Mexico City, Mexico  TRADE MISSIONS  Focused Trade Mission to Mexico for Technical Food Ingredients  April 12-15 Mexico City, Mexico  Mexico City, Mexico   |  | DATE                  | LOCATION                       |                 |   |                  |                         |   |
| TRADE MISSIONS  Focused Trade Mission to Canada for Retail and Private Label Products  June  Toronto, Canada  Toronto, Canad  |  |                       |                                |                 |   |                  |                         |   |
| Focused Trade Mission to Canada for Retail and Private Label Products  Focused Trade Mission to Canada for Specialty and Natural Products  November  Toronto, Canada  November  Toronto, Canada  LOCATION  FOOD SHOW PLUS! <sup>™</sup> FOOD SHOW PLUS! <sup>™</sup> at ANTAD  March 4-7  Food Show PLUS! <sup>™</sup> at Alimentaria  June 1-3  Mexico City, Mexico  TRADE MISSIONS  Focused Trade Mission to Mexico for Technical Food Ingredients  April 12-15  Mexico City, Mexico  Mexico City, Mexico  Mexico City, Mexico   | Food Show PLUS!™ at SIAL Canada  | April 21-23           | Montreal, Canada               |                 |   |                  |                         |   |
| Focused Trade Mission to Canada for Specialty and Natural Products  November  Toronto, Canada  LOCATION  FOOD SHOW PLUS!** FOOD SHOW PLUS!** at ANTAD  March 4-7  Guadalajara, Mexico  Food Show PLUS!** at Alimentaria  June 1-3  Mexico City, Mexico  TRADE MISSIONS  Focused Trade Mission to Mexico for Technical Food Ingredients  April 12-15  Mexico City, Mexico  Mexico City, Mexico  Mexico City, Mexico   |  |                       |                                |                 |   |                  |                         |   |
| MEXICO ACTIVITY  DATE  LOCATION  FOOD SHOW PLUS!™ FOOD SHOW PLUS!™ at ANTAD  Food Show PLUS!™ at ANTAD  March 4-7  Guadalajara, Mexico  Food Show PLUS!™ at Alimentaria  June 1-3  Mexico City, Mexico  TRADE MISSIONS  Focused Trade Mission to Mexico for Technical Food Ingredients  April 12-15  Mexico City, Mexico  Focused Trade Mission to Mexico for Food Service Products  August 2-5  Mexico City, Mexico   |  |                       |                                |                 |   |                  |                         | <u> </u>                                |
| ACTIVITY  FOOD SHOW PLUS!™ Food Show PLUS!™ at ANTAD  Food Show PLUS!™ at Alimentaria  Food Show PLUS!™ at Alimentaria  June 1-3  Mexico City, Mexico  TRADE MISSIONS  Focused Trade Mission to Mexico for Technical Food Ingredients  April 12-15  Mexico City, Mexico  Mexico City, Mexico   | Focused Trade Mission to Canada for Specialty and Natural Products                         | November              | Toronto, Canada                |                 |   |                  |                         |   |
| Food Show PLUS!™ at ANTAD  Food Show PLUS!™ at Alimentaria  June 1-3  Mexico City, Mexico  TRADE MISSIONS  Focused Trade Mission to Mexico for Technical Food Ingredients  April 12-15  Mexico City, Mexico  Mexico City, Mexico  Mexico City, Mexico  Mexico City, Mexico   |  | DATE                  | LOCATION                       |                 |   |                  |                         |   |
| Food Show PLUS!™ at Alimentaria  June 1-3  Mexico City, Mexico  TRADE MISSIONS  Focused Trade Mission to Mexico for Technical Food Ingredients  April 12-15  Mexico City, Mexico  Focused Trade Mission to Mexico for Food Service Products  August 2-5  Mexico City, Mexico   |  |                       |                                |                 |   |                  |                         |   |
| TRADE MISSIONS  Focused Trade Mission to Mexico for Technical Food Ingredients  April 12-15  Mexico City, Mexico  Focused Trade Mission to Mexico for Food Service Products  August 2-5  Mexico City, Mexico   |  | March 4-7             | Guadalajara, Mexico            |                 |   |                  |                         |   |
| Focused Trade Mission to Mexico for Technical Food Ingredients  April 12-15  Mexico City, Mexico  Technical Food Service Products  August 2-5  Mexico City, Mexico   | Food Show PLUS!™ at Alimentaria  | June 1-3              | Mexico City, Mexico            |                 |   |                  |                         |   |
| Focused Trade Mission to Mexico for Food Service Products  August 2-5  Mexico City, Mexico   |  |                       |                                |                 |   |                  |                         |   |
| J'   |  | April 12-15           | •                              |                 |   |                  |                         |   |
| 0.1.0500   |  |                       | •                              | ı               |   |                  |                         |   |
| Focused Irade Mission to Northern Mexico for Retail Products October 25-28 Monterrey, Mexico   | Focused Trade Mission to Northern Mexico for Retail Products                               | October 25-28         | Monterrey, Mexico              |                 |   |                  |                         |   |

### **BRANDED PROGRAM**

Receive up to 50% reimbursement through our Branded Program for many expenses associated with exhibiting at international tradeshows and participation in some Focused Trade Missions, as well as many other international marketing expenses. For more information regarding the Branded Program, complete the form on the last page and send it back in to us.

### MARKET BUILDER

Discover your product's sales potential in international markets with the Market Builder Program. This service provides customized, in-market research to help you determine if a market is right for your product. For more information about the Market Builder Program, complete the form on the last page and send it back to us.

RETAIL PRODUCTS
FOOD SERVICE PRODUCTS
INGREDIENT PRODUCTS
NATURAL PRODUCTS
SPECIALTY/GOURMET PRODUCTS
PRIVATE LABEL PRODUCTS
SEAFOOD PRODUCTS
PET FOOD/FEED PRODUCTS

|   | WI                    | HICH ACTIVITIES ARE BEST FOR ME >        |       |
|---|-----------------------|--|-------|
| CARIBBEAN, CENTRAL AMERICA AND SOUTH AMERICA ACTIVITY                         | DATE                  | LOCATION                                 |       |
| FOOD SHOW PLUS!™  |                       |  |       |
| Food Show PLUS!™ at SIAL Mercosur   | August 25-27          | Buenos Aries, Argentina                  |       |
| TRADE MISSIONS  |                       |  |       |
| Focused Trade Mission to Central America for Retail and Food Service Products | May                   | TBD                                      |       |
| Focused Trade Mission to the Caribbean for Retail and Food Service Products   | June                  | TBD                                      |       |
| Focused Trade Mission to Colombia and Brazil for Retail Products              | August                | Medellin, Colombia and Sao Paulo, Brazil |       |
| EUROPE<br>ACTIVITY  | DATE                  | LOCATION                                 |       |
| FOOD SHOW PLUS!™  |                       |  |       |
| Food Show PLUS!™ at ISM   | January 31-February 3 | Cologne, Germany                         | -     |
| Food Show PLUS!™ at the Food and Drink Expo                                   | March 21-24           | Birmingham, United Kingdom               |       |
| Food Show PLUS!™ at Alimentaria   | March 22-26           | Barcelona, Spain                         |       |
| Food Show PLUS!™ at the Symposium on Fine Food and Drink                      | May                   | Germany                                  |       |
| Food Show PLUS!™ at Interzoo  | May 13-16             | Nuremberg, Germany                       |       |
| Food Show PLUS!™ at SIAL Paris  | October 17-21         | Paris, France                            |       |
| Food Show PLUS!™ at Health Ingredients Europe (HiE)                           | November 16-18        | Madrid, Spain                            |       |
| TRADE MISSIONS  |                       |  |       |
| Focused Trade Mission to Paris for Retail Products                            | TBD                   | Paris, France                            |       |
| SEAFOOD TRADE SHOWS   |                       |  |       |
| Seafood Trade Show at the European Seafood Exposition                         | April 27-29           | Brussels, Belgium                        |       |
| MIDDLE EAST<br>ACTIVITY   | DATE                  | LOCATION                                 |       |
| BUYERS MISSIONS   |                       |  |       |
| Buyers Mission at Gulfood   | February 21-24        | Dubai, UAE                               |       |
| FOOD SHOW PLUS!™  |                       |  |       |
| Food Show PLUS!™ at Gulfood   | February 23-26        | Dubai, UAE                               |       |
| Food Show PLUS!™ at Sweets Middle East  | November              | Dubai, UAE                               |       |
| TRADE MISSIONS  |                       |  |       |
| Focused Trade Mission to the Middle East for Food Service and Retail          | November              | Dubai, UAE                               |       |
| ASIA<br>ACTIVITY  | DATE                  | LOCATION                                 |       |
| FOOD SHOW PLUS! <sup>TM</sup>   |                       |  |       |
| Food Show PLUS!™ at Japan Self Service Association                            | February 8-10         | Tokyo, Japan                             |       |
| Food Show PLUS!™ at the International   |                       |  |       |
| Food and Beverage Exhibition (FOODEX)   | March 2-5             | Tokyo, Japan                             |       |
| Food Show PLUS!™ at Aahar India   | March 10-14           | New Delhi, India                         |       |
| Food Show PLUS!™ at Food Ingredients China                                    | March 23-25           | Shanghai, China                          |       |
| Food Show PLUS!™ at Food and Hotel Asia                                       | April 20-23           | Singapore                                |       |
| Food Show PLUS!™ at Seoul Food and Hotel                                      | May 12-15             | Seoul, Korea                             |       |
| Food Show PLUS!™ at SIAL China  | May 19-21             | Shanghai, China                          |       |
| Food Show PLUS!™ at Taipei International Food Show                            | June 23-26            | Taipei, Taiwan                           |       |
| Food Show PLUS!™ at Natural Products Expo Asia                                | August                | Hong Kong, China                         | · · · |
| Food Show PLUS!™ at Seafood Asia  | TBD                   | TBD                                      |       |
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#### ACTIVITY LISTINGS CONTINUED ON LAST PAGE

| ASIA   |                 | WHICH ACTIVITIES ARE BEST FOR ME >              | FOOD SERVICE PRODUCTS  FOOD SERVICE PRODUCTS  INGREDIENT PRODUCTS  NATURAL PRODUCTS  SPECIALTY/GOURMET PRODUCTS  PRIVATE LABEL PRODUCTS  SEAFOOD PRODUCTS  PET FOOD/FEED PRODUCTS |
|--|-----------------|---|---|
| ACTIVITY   | DATE            | LOCATION  |   |
| TRADE MISSIONS   | 0 . 1 . 10.00   | T   |   |
| Focused Trade Mission to Japan for Health and Functional Ingredients | October 18-20   | Tokyo, Japan                                    |   |
| Focused Trade Mission to Korea for Health and Functional Ingredients | October 21-22   | Seoul, Korea                                    | •   |
| Focused Trade Mission to India for Food Service Products             | September       | Mumbai, India                                   |   |
| Focused Trade Mission to Vietnam and Thailand for Retail Products    | September 15-18 | Ho Chi Minh City, Vietnam and Bangkok, Thailand |   |
| Focused Trade Mission to Hong Kong for Food Service Products         | November 8-12   | Hong Kong, China                                |   |
| Focused Trade Mission to Taiwan for Food Service Products            | November 15-19  | Taipei, Taiwan                                  |   |
| Focused Trade Mission to Indonesia for Bakery Ingredients            | December 6-8    | Jakarta, Indonesia                              |   |
| PRODUCT SHOWCASE AND CHEF TASTING                                    |                 |   |   |
| Malaysia and Singapore Chef Tasting and Product Showcase             | August          | Kuala Lumpur, Malaysia and Singapore            |   |
| Korea Culinary Camp and Showcase                                     | September       | Seoul, Korea                                    |   |
|  |                 |   |   |

## FOR MORE INFORMATION

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| E-MAIL  |       |       |     |
| PRODUCTS  |       |       |     |
| Please send me information on the following activities: |       |       |     |
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